GATE 40
KNOWLEDGE TRANSFER UNIT
KISD

Köln
International
School
of Design

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IDEO WORKSHOP.   **GATE40, Transfer knowledge unit**

Short time project   03.07.-07.07.2006

Theme   Services that foster collaboration
Field   Service Design

Insturctor   Fran Samalionis (IDEO, London)
Team   Nicole Kengyel
                        Simone Prim
                        Rafael Swiniarski
                        Ulf Hücker

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01.0 TASK.

The task was to design a service for a non-governmental organization that fosters collaboration.

KISD is already collaborating with other design schools, companies and governmental organizations from all over the world to transfer design knowledge and to exchange experience and points of views. To coordinate these different projects between the participants an organization is needed.

02.0 RESEARCH.

There are examples of NGOs that provide comprehensive services via webportale. For example www.droppingknowledge.com and www.openbc.com. Focus in the research was laid on how community is created and which tools are used to foster collaboration.

To meet the needs of KISD and the collaborating partners information was gathered about all the current and present activities of KISD. This included KISD Club, MEDes, ISPs and workshops with other universities.

03.0 FRAMEWORK.   Going through the stages of the framework, the unmeet needs that
                                        an KISD NGO could accomplish became obvious

03.1 FORMING.

Who.	professors, alumni, students, exchange students, visitors, partners, families, companies, government.
What.	learning, connecting people, knowledge transfer.
Where.	school, public, on location, MEDES, exchange projects
When.	at work, in spare time, 24/7.
How.	computer lab, mail, e-mail, publications, black board.
Why.	knowledge exchange, experience, coordinate network, win-win, acting fair.

03.2 STORMING.

Who.	permission, navigation values, where information, professors, governmental structures, rules.
What.	language barrier, cultural differences, structure of thinking, different design philosophies, waste of working power.
Where.	euro, synchronisation, global networking.
When.	crossed deadlines, many deadlines, time shift
How.	getting information, different equipment, sign in.
Why.	way of application, not understandable formalities

NG   STEEMING   ACCEPTING

sponsible   HIERACHY/   REPORTING
                    INTERPRETATION   MONITOR   C

es   TRADING   NEW RESOURCES

                    DEADLINES   DRUM BEAT   P

                    WORK AROUND   FOLLOW/DISC

                    DISTRACTED   PARTICIPATION   LO

03.3 NORMING.

Who.	archive, documentation, publicate success
What.	routine
Where.	web, blogs, office, skype
When.	fh calendar, organisation, preparation course
How.	ad, internet, mouth2mouth, intranet, proofed methods, feedback rounds, workshops.
Why.	experience, new contacts, workfields, core group

03.4 PERFORMING.
(improve process)

Who.	friends, partners, establish a collaborative network
What.	cross culture, exchange of experiences, opening new perspectives, new markets
Where.	with different sections of competency, task forces, center place, rural projects
How.	chat, personal contact, alumni, groups
Why.	same rights, open space, open source

04.0 GATE40 (NGO). CONCEPT.

The aim of Gate40 is to bring together all efforts of transferring design knowledge by KISD and to provide a service that enables the participants to collaborate globally, effectively and equally. It coordinates the communication of information and content via analog and digital tools. The organization consist of volunteers providing the service in the background. The interaction and the establishing of networks is a product of collaboration between the customers of the service over the platform Gate40.

04.1 USP.

Gate40 offers the participants advantages specially for transferring design knowledge and education. The process becomes simplified and by this Gate40 is lowering the hurdles of collaboration.

Transparency
- Structured content
- equality of members

Transfer Knowledge
- tools for exchanging Knowledge
- capturing of developed knowledge
- access to knowledge

Networking made easy
- all information is always everywhere available
- multichannel communication

04.2 CUSTOMER AND NEEDS.

Gate40 brings together Students, Professors, Companies and Governments who want to share design knowledge globally. The universities will mostly be in the design field. Companies and governments are assisting and encouraging projects which output will enable communities to sustain themselves.

04.3 CORE BENEFITS.

Provided with a functioning and consolidated infrastructure like Gate40 the interested parties can concentrate on the events and output.

The benefits of Gate40 for the participants are
- effective collaboration
- enabling of global contacts
- helping organise the events through time shifts and hierarchies
- helping to keep the focus on content of collaboration

The functions are matched on giving the participants and the volunteers of Gate40 the abilities to build up a system, that sustains itself as the networks grow.

Portal
Center is Gate40.org. It is the platform where all information and tools are available, collected and synchronised.

Multichannel
The same information is available, reduced to purpose and target groups via blackboard, info rooms, phone, print and info scouts.

Search
With results as a mind map.

Access to content
Access to content got sponsors and users who put outcomes from their activities into the database.

Database
Of all contacts, results of events, etc. In the database are all results from the events, furthermore there is a overlook of all contacts in between the users and information about future activities.

Synchronizing
Gate40 helps people to synchronize their efforts so they can achieve more together.

Info-suitcase
Each participant gets an info suitcase which contents various infor-
mation about the next event. This could be how to get there, how to
organize it and so on.

Profiles
All users got a profile in the database which shows what they have
done so far in the Gate40 network and what kind of design back-
ground they got.

Communication
Gate40 helps people to get in contact they can share their phone
numbers or even communicate direct over the internet.

Intelligent tracking
From the moment the user signs in, the activities and interactions
are tracked. Based on this user-profile the system can intelligently
propose events to the participants which have the same interests
and aims, and bring them together.

04.5 KEY TOUCH-POINTS

The web portal as the center of interaction and collaboration offers most of the digital key touch-points. Also very important are the analog and tangible artefacts to transport the service and to make it visible.

Learning
Blackboard, Brochures, Info-Roadshows

Web portal, Without logging
Only few information is accessible.

Web portal, After logging in
    <tracking>
Full access to all features
Search database
Find
Result/contact > choose a workshop/person
Automatically announced in calendar
Receiving info suitcase
Make workshop/seminar etc.
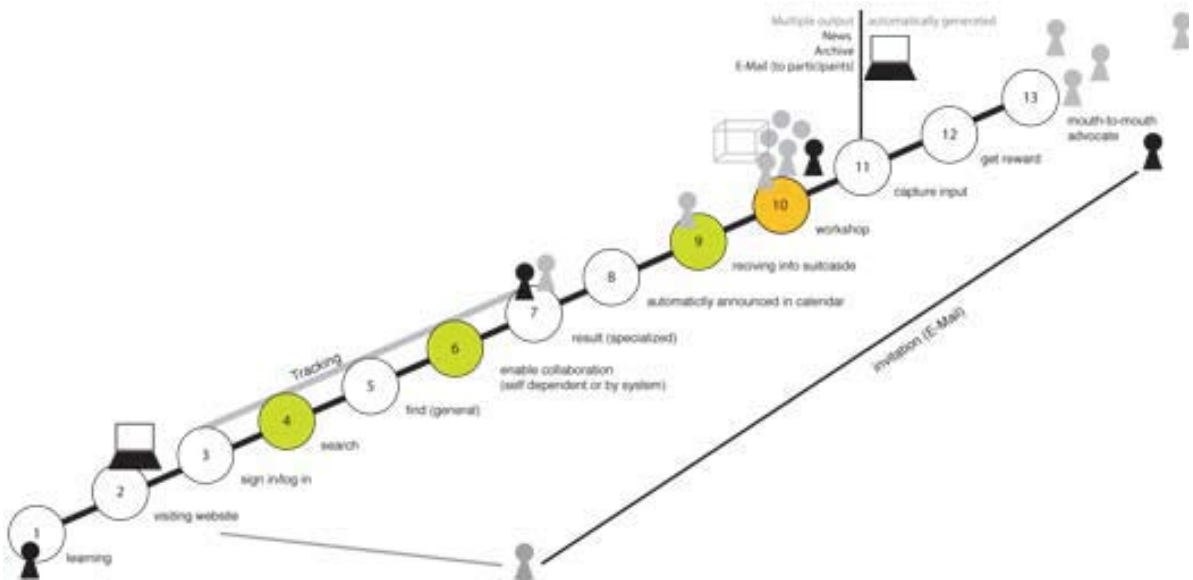Capture input
Multiple output
News
Archive
E-Mail (to participants)
Reward
    </tracking>
Mouth to mouth advocate/Inviting

Multiple output
News
Archive
E-Mail (to participants)

automatically generated

1 learning

2 visiting website

3 sign in/log in

Tracking

4 search

5 find (general)

6 enable collaboration
(self dependent or by system)

7 result (specialized)

8 automaticly announced in calendar

9 recieving into suitcasde

10 workshop

11 capture input

12 get reward

13 mouth-to-mouth
advocate

invitation (E-Mail)

04.6 CUSTOMER JOURNEY

01. Learning: Tom learned about Gate40 at the blackboard
02. Visiting Web site
02. Searching for interesting projects on the portal site
03. Search results are displayed in a mind map
04. Workshop information
05. Signing in to the service
06. Collaboration via Gate40
07. Participation is automatically displayed in the calender
08. Info-Suitcase: Possibility of printing digital results to ease
09. The workshop takes place
10. Capturing: All results are gathered in Gate40
11. Mouth-to-mouth: Tom advocates the service of Gate40

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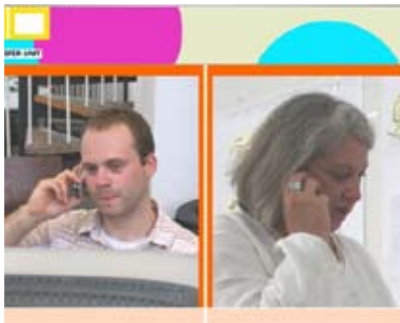
04.7 HOW SERVICE MAKES MONEY? All events are supported by money that was created by past events. And the current project will support the next. This works by founding for the Service of Gate40:

Checkout-Points
Every time the participants of a workshop upload output, that was created during the process, Checkout-Points are collected. These Points equal a certain proportion of money that is donated by sponsoring companies. The money is distributed without preferences. It will sustain new events and stipendiaries.

Research
The knowledge gained in the events is collected in Gate40. Interested partners are offered to use what is under open license. In exchange they will give funding.

Sponsoring
It is possible to have series of workshops or congresses sponsored by a company that is in context to the main theme. Sponsoring can also be auctioned to the most bidding.

NGO

China

New
Project

Sydney
UUS

Brasil

Partner
University

SP

Ecuador

MÉDÈS

Exchange

05.0 RESUME.

The strong point about Gate40 is fostering of collaboration of interested parties by giving them the tools and the portal with which they are able to organise themselves.

The common interests of exchanging design knowledge will result in projects that help gaining understanding of each other and change behavior and society. Gate40 provides a service that saves money, time and stress. So that the participants can focus on the projects.

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06.0 THANKS

At first thanks to the team, that won the RSA Service Design award, who spent their reward to make this project happen. Thanks to Prof. Mager, professor for Service Design at KISD. She is working over years in this field and without her the KISD would not be a landmark on the international Service Design Map as it is today.

Very special thanks to Fran Samalionis. She was always helpful encouraging us in her powerful way during the whole workshop. She improved our knowledge about Service Design. Fran always had the right words and gave us support when we didn't know how to continue. Although it was quite hectic sometimes, the days were also filled with some sense of humour and friendliness. All this created a great working atmosphere.